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ADVERTISING AND MEDIA RESEARCH

A Reply to Weinberg and Weiss, Darral G. Clarke, November, 592.

Weinberg and Weiss observe that the coefficients of the lagged dependent variable in Clarke's survey are similar regardless of data interval. In this note Clarke demonstrates that the similarity of these coefficients substantiates rather than contradicts his conclusion that there is data interval bias in his survey results. A different test for data interval bias than the one in the survey is presented which further substantiates the presence of data interval bias in the survey results.

ADPULS: An Advertising Model with Wearout and Pulsation, Hermann Simon, August, 352.

Although empirical evidence shows that advertising wears out over time and that advertising pulsation may be superior to a strategy of constant spending, current advertising models neither represent the wearout phenomenon nor consider pulsation as an optimal strategy. In this article, the wearout phenomenon is represented in a model which distinguishes between level stimuli and differential stimuli of advertising. The model is applied to several brands, and both advertising stimuli are found to be significant. A pulsation strategy is shown to be optimal under both an unconstrained and a constrained advertising budget.

Assessing the Impact of Short-Term Supermarket Strategy Variables, J. B. Wilkinson, J. Barry Mason, and Christie H. Paksoy, February, 72.

See "Retailing and Wholesaling"

Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model, Thomas J. Madden and William R. Dillion, November, 472.

See "Econometric Models"

Modeling Advertising-Sales Relationships Involving Feedback: A Time Series Analysis of Six Cereal Brands, David A. Aaker, James C. Carman, and Robert Jacobson, Feburary, 116.

A time series analysis of the advertising-sales relationship is conducted for six cereal brands under the assumption that feedback is potentially present. This relationship is found to be very weak. The danger of applying a misspecified Koyck model is illustrated.

On the Econometric Measurement of the Duration of Advertising Effect on Sales, Charles B. Weinberg and Doyle L. Weiss, November, 585.

The authors analyze the impact of data collection period on the coefficient of the lagged dependent variable in 69 econometric studies of the sales-advertising relationship. The null hypothesis that the coefficient is independent of data collection period in not rejected. Reasons for this result are offered and discussed.

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, Priscilla A. LaBarbera, May, 223.

See "New Product Research"

The Persuasive Effects of Source Credibility in Buy and Lease Situations, Robert R. Harmon and Kenneth A. Coney, May, 255.

The persuasive impact of source credibility is examined in two situations. A highly credible source was more effective than a moderately credible source when the communication recommended buying a product, an advocacy which message recipients viewed unfavorably. The moderately credible source was more persuasive when the message advocated leasing the product, a position subjects generally supported. These findings are interpreted in terms of cognitive response theory. Practical implications of the research are suggested.

ATTITUDE THEORY RESEARCH

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, Robert E. Burnkrant and Thomas J. Page, Jr., November, 550.

See "Econometric Models"

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Attitudinal Predictions of Choices of Major Appliance Brands, George S. Day and Terry Deutscher, May, 192.
See "Brand Choice"

The Impact of Inferential Beliefs on Product Evaluations, Joel Huber and John McCann, August, 324
Though most observers acknowledge that consumers make inferences among product attributes, the influence of such inferences on product evaluation is much less clear. Study respondents evaluated products for which information on one of two attributes was systematically omitted. A general model is built to estimate the directional effect of inferences on product evaluation. The effect of inferences to a missing attribute is statistically significant and in the expected direction. In one case, the marginal value of the remaining attribute (price) reverses in sign because of an inference. Thus, inferences are theoretically important and a potentially troublesome issue in the modeling and measurement of consumer choice processes.

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, Raj Arora, November, 505.
See "Econometric Models"

BRAND CHOICE

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, Vijay Mahajan, Paul E. Green, and Stephen M. Goldberg, August, 334.
See "Pricing Research"

A Note on Accounting for Sources of Variation in Perceptual Maps, William R. Dillon, Donald G. Frederick, and Vanchai Tangpanichdee, August, 302.
See "Segmentation Research"

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, Albert D. Palachek and Roger A. Kerin, August, 386.
The authors describe alternative approaches for determining rank-order agreement on a common set of brands between two groups of subjects as well as within each group. Specific attention is given to the application of *U*-statistics to the two-group rank-order problem in consumer and marketing research.

Attitudinal Predictions of Choices of Major Appliance Brands, George S. Day and Terry Deutscher, May, 192.
A reinterview study showed that awareness and attitudes toward major appliance brands were only weakly related to subsequent brand choices. Such attitudes are formed mainly through a process of learning without involvement, and are particularly susceptible to change during the period of active search prior to the purchase decision. A significant exception was the group of brands using a full line strategy, supported by national advertising, where prior attitudes had a significant relationship with the brand chosen.

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, Robert J. Meyer and Thomas C. Eagle, February, 62.
A model of individual consumer choice is described which posits that the relative weights consumers associate with product attributes in forming preferences covary with the amount of variability on the attributes among choice alternatives in particular contexts. The model is derived in a logit-like form, and has advantages over previously used nested models in terms of not requiring an analyst to prespecify a decision hierarchy and being relatively simple computationally. A binomial form of the model is illustrated by an analysis of a set of experimental store choice data.

Decision Plans and Consumer Choice Dynamics, C. Whan Park and Richard J. Lutz, February, 108.
Individual's home choice behaviors are examined at different stages of the choice process by an alternative method measuring the dynamics of the choice process. This new method incorporates information about the decision maker's decision plan in arriving at predictions of subsequent choice behavior.

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, Randall G. Chapman and Richard Staelin, August, 288.
See "Econometric Models"

External Search: The Role of Consumer Beliefs, Calvin P. Duncan and Richard V. Olshavsky, February, 32.
See "Buyer Behavior"

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, Priscilla A. LaBarbera, May, 223.
See "New Product Research"

Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, Imran S. Currim, May, 208.
The probabilistic modeling of the relationship between objective or perceived characteristics of multiattribute alternatives and consumer choice is receiving increased attention in marketing and other disciplines. Many marketing applications use the Luce choice axiom, the LOGIT model, and the independent PROBIT model. All these formulations involve the "independence of irrelevant alternatives" assumption, which is not realistic in many consumer behavior contexts. The author suggests new product introduction situations in which the consequences of the assumption are not intuitively appealing. Models recently developed by transportation researchers and one extension developed by the author, all of which are not constrained by the independence restriction and may be applicable in modeling consumer choice, are described. In an empirical application, cross-sectional data on consumers' perceptions of transportation modes on several characteristics and their choices of modes in the San Francisco Bay area are used to compare models with and without the independence property on diagnostic and predictive criteria.

The Use of Extrinsic Cues to Facilitate Product Adoption, William O. Bearden and Terence A. Shimp, May, 229.
See "New Product Research"

Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, Morris B. Holbrook and William L. Moore, February, 87.
See "Regression and Other Statistical Techniques"

BUYER BEHAVIOR

A Field Investigation of Causal Relations Among Cognitions, Affect, Intentions, and Behavior, Richard P. Bagozzi, November, 562.
A new method for representing attitudinal reactions is developed and related to current information integration approaches. Hypotheses are tested about the effects of expectancy-value measures and affect toward the act on intentions and subsequent behavior. The findings lead to a modification and extension of current attitudinal models and their relation to intentions and behavior.

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, Albert A. Palachek and Roger A. Kerin, August, 386.
See "Brand Choice"

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, Robert E.

Burnkrant and Thomas J. Page, Jr., November, 550.
See "Econometric Models"

An Investigation Into the Determinants of Customer Satisfaction, Gilbert A. Churchill, Jr., and Carol Surprenant, November, xxx.

The authors investigate whether it is necessary to include disconfirmation as an intervening variable affecting satisfaction as is commonly argued, or whether the effect of disconfirmation is adequately captured by expectation and perceived performance. Further, they model the process for two types of products, a durable and a nondurable good, using experimental procedures in which three levels of expectations and three levels of performance are manipulated for each product in a factorial design. Each subject's perceived expectations, performance evaluations, disconfirmation, and satisfaction are subsequently measured by using multiple measures for each construct. The results suggest the effects are different for the two products. For the nondurable good, the relationships are as typically hypothesized. The results for the durable good are different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affected subjects' satisfaction with it. Rather, their satisfaction was determined solely by the performance of the durable good. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience did not translate into an impact on satisfaction. Finally, the direct performance-satisfaction link accounts for most of the variation in satisfaction.

Decision Plans and Consumer Choice Dynamics, C. Whan Park and Richard J. Lutz, February, 108.
See "Brand Choice"

External Search: The Role of Consumer Beliefs, Calvin P. Duncan and Richard W. Olshavsky, February, 32.

A survey of 164 recent purchasers of color television sets shows that consumer beliefs about the marketplace and about their capabilities as consumers accounted for 50% of the variance in extent of external search. Also, the type of brand (domestic, foreign, or private) and the type of store (national, regional, or local) considered by a consumer are found to be significantly related to the beliefs held.

On the Validation of Lifestyle Traits: A Review and Illustration, John L. Lastovicka, February, 126.

How valid are lifestyle trait concepts and measures? A literature review shows little published evidence to suggest lifestyle trait researchers have rigorously tested the validity of their concepts and measures. An illustrative validation study demonstrates how trait validation efforts can improve. The validation study carefully scrutinizes three previously proposed lifestyle traits and provides only partial support for the validity of two of the three traits evaluated.

The Persuasive Effects of Source Credibility in Buy and Lease Situations, Robert R. Harmon and Kenneth A. Coney, May, 255.
See "Advertising and Media Research"

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, Claes Fornell and Fred L. Bookstein, November, 440.
See "Econometric Models"

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, Raj Arora, November, 505.
See "Econometric Models"

CHANNELS OF DISTRIBUTION

A Modified Model of Power in the Marketing Channel, Robert F. Lusch and James R. Brown, August, 312.

A modified model for examining power and its sources in marketing channels is developed and tested. The results of testing this model indicate that its predictive ability is no better than that of previous approaches. Some unexpected results obtained in this and other studies are discussed in the context of an overall framework of power sources and their consequences in marketing channels.

Explaining Control Losses in Corporate Marketing Channels: An Organization Analysis, Lynn W. Phillips, November, 525.

The author examines the determinants of control loss in the marketing channels of 40 U.S. manufacturers, each of which has vertically integrated into wholesale distribution by the establishment of manufacturers' sales branches. The central hypothesis tested is that the efficiency of a vertically integrated system depends on the adoption of organizational forms which enable the firm to limit the degree of control loss and subgoal pursuit predictably resulting from vertical expansion. Control loss is operationalized in terms of the extent to which the travel and entertainment expenses of branch sales personnel exceed necessary levels. The results demonstrate the important influence of organizational structure and control systems on the efficiency of marketing operations. The findings are interpreted in terms of Williamson's organizational failures framework.

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, George John and Torger Reve, November, 517.

Key informant reports from both sides of a set of wholesaler-retailer dyads are analyzed to investigate the convergent and discriminant validity of the measures. These measures, derived from a political economy model, describe the structural form and collective sentiments within the dyadic interaction. The results indicate that the structural form measures have convergent and discriminant validity. However, the sentiments variables fail to show adequate validity. The methodological and theoretical implications of the results are assessed.

COMPUTER ABSTRACTS

INTEREG: Interactive Regression Analysis with Followup Statistics, Scott M. Smith, November, 599.

ITREC: An Iterative Reclassification Program that Refines Agglomerative Hierarchical Cluster Solutions, Carries Out a Sophisticated "g" Group Cluster Solution, and/or Presents Statistics that Allow Inferences About Cluster Solutions, William R. Darden, Earl Boatwright, and Ron Hampton, November, 600.

LINMAP (Version IV): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments and for Conjoint and Tradeoff Analyses, V. Srinivasan and Allan D. Shocker, November, 601.

LOGIST: An Iterative Computer Program for Estimating the Parameters of the Logistic Curve, Roobina O. Tashchian and Armen Tashchian, November, 602.

MULTICON: A Program for Doing Conjoint Analysis Via User-Selected Algorithm, Roger Gates, November, 604.

NPPACK: A Nonparametric Computer Package, Armen Tashchian and Roobina O. Tashchian, November, 605.

ORTHOG: A Program for Orthogonal Least Squares Transformation of Factor Matrices to Congruence or to Target Solution, Raj Arora, November, 605.

PROPOPP: A Program Package for Optimal Positioning of a New Product in an Attribute Space, Sönke Albers, November, 606.

RESTSIM: A Simulation Program for Modeling Restaurant Operation, George M. Zinkhan and James R. Taylor, November, 609.

SPAD: A System of FORTRAN Programs for Correspondence Analysis, L. Lebart and A. Morineau, November, 608.

ECONOMETRIC MODELS

A Comparative Review of Econometrics Books, Arun K. Jain, February, 156.

A Field Investigation of Causal Relations Among Cognitions, Affect, Intentions, and Behavior, Richard P. Bagozzi, November, 562.
See "Buyer Behavior"

A Reply to Weinberg and Weiss, Darral G. Clarke, November, 592.
See "Advertising and Media Research"

ADPULS: An Advertising Model with Wearout and Pulsation, Hermann Simon, August, 352.
See "Advertising and Media Research"

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, Robert E. Burnkrant and Thomas J. Page, Jr., November, 550.

In this research, multiple measures are obtained for variables said to constitute the normative and attitudinal components of Fishbein's behavioral intention model. The convergent, discriminant, and predictive validity of the model is assessed by use of structural equation models with latent variables. This approach has several advantages over past approaches in which single measures and regression or path analysis have been used to assess the model's validity. In general the results support a model in which a single attitude construct and a single normative construct are antecedents of intention.

An Investigation into the Determinants of Customer Satisfaction, Gilbert A. Churchill, Jr., and Carol Surprenant, November, 491.
See "Buyer Behavior"

Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model, Thomas J. Madden and William R. Dillion, November, 472.

The authors illustrate the use of latent structure analysis to test, in a confirmatory sense, causal hypotheses in an experimental design setting. Two latent factors conceptualized as *arousal* and *yielding* are hypothesized to explain the linkages in a communication hierarchy of effects model. A stagewise analysis is proposed which can help in the analysis of multiway tables characterized by cell sparseness. In addition, the analysis addresses the case of polytomous latent factors and polytomous manifest variables.

Confirmatory Factor Analysis via Noniterative Estimation: A Fast, Inexpensive Method, Peter M. Bentler, November, 417.
See "Regression and Other Statistical Techniques"

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, Robert J. Meyer and Thomas C. Eagle, February, 63.
See "Brand Choice"

Distribution-Free Methods of Approximating Nonlinear Marketing Relationships, Roland T. Rust and Elizabeth O. Bornman, August, 372.
See "Regression and Other Statistical Techniques"

Estimation of Error Rates in Several-Population Discriminant Analysis, Stephen C. Hora and James B. Wilcox, February, 57.
See "Regression and Other Statistical Techniques"

Explaining Control Losses in Corporate Marketing Channels: An Organization Analysis, Lynn W. Phillips, November, 525.
See "Channels of Distribution"

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, Randall G. Chapman and Richard Staelin, August, 288.

The authors report on a procedure for exploiting the information content of rank ordered choice sets to estimate efficiently the parameters of the multinomial logit model formultion of the stochastic utility model of choice behavior. The availability of rank ordered choice set data leads to an "explosion" or decomposition procedure for exploiting such extra information. The "explosion" process involves the decomposition of a ranked choice set into a series of unranked and statistically independent choice sets. In relation to explosion strategies, several heuristics and an analytical procedure for determining the "optimal" explosion depth are discussed in detail. The results of a Monté Carlo study of the small sample properties of the conditional logit estimation procedure (the maximum likelihood estimation procedure used to develop parameter estimates of the multinomial logit model formulation of the stochastic utility model) are reported and interpreted. A college choice empirical application illustrates the procedures developed.

Modeling Advertising-Sales Relationships Involving Feedback: A Time Series Analysis of Six Cereal Brands, David A. Aaker, James M. Carman, and Robert Jacobson, February, 116.
See "Advertising and Media Research"

More on the Prediction of Mail Survey Response Rates, A. Parasuraman, May, 261.
See "Sampling and Survey Methods"

Multicollinearity in Structural Equation Models with Unobservable Variables, Harsharanjeet S. Jagpal, November, 431.

The author develops a new ridge estimator for the treatment of multicollinearity in structural equation models with unobservable variables. The method is illustrated by a simple model of advertising in the multiproduct firm. For the nonlinear interaction model, ordinary partial least squares (PLS) estimation leads to highly unstable results and meaningless estimates of advertising effectiveness. In contrast, the ridge PLS estimates are remarkably stable under perturbation and lead to managerially useful results.

On the Econometric Measurement of the Duration of Advertising Effect on Sales, Charles B. Weinberg and Doyle L. Weiss, November, 585.
See "Advertising and Media Research"

Predictive Testing and Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, Imran S. Currim, May, 208.
See "Brand Choice"

Recent Developments in Structural Equation Modeling, Karl G. Jöreskog and Dag Sörbom, November, 404.

The authors describe new developments in structural equation modeling as incorporated in LISREL V. The procedures are illustrated on data from three previous studies.

Sample Size Effects on Chi Square and Other Statistics Used in Evaluating Causal Models, William O. Bearden, Subhash Sharma, and Jesse E. Teel, November, 425.
See "Regression and Other Statistical Techniques"

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, William R. Dillion and Stuart Westin, February, 44.
See "Regression and Other Statistical Technqiues"

Some Common Pitfalls in Causal Analysis of Categorical Data, Jay Magidson, November, 461.
Examples of some common pitfalls in the analysis of categorical data are discussed in the context of causal interpretation of the results. Though no statistical technique can replace theory, the author shows that log-linear modeling and chi square automatic interaction detection can provide researchers with powerful tools for gaining valuable causal insights into their data. Examples include the biasing effects of omitted variables, omitted interactions, improper contrast coding, and misspecification of the structure of an hypothesized interaction.

Some Methods for Respecifying Measurement Models to Obtain Unidimensional Construct Measurement, James C. Anderson and David W. Gerbing, November, 453.
See "Measurement"

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, George John and Torger Reve, November, 517.
See "Channels of Distribution"

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, Claes Fornell and Fred L. Bookstein, November, 440.
In marketing applications of structural equation models with unobservable variables, researchers have relied almost exclusively on LISREL for parameter estimation. Apparently they have been little concerned about the frequent inability of marketing data to meet the requirements for maximum likelihood estimation or the common occurrence of improper solutions in LISREL modeling. The authors demonstrate that partial least squares (PLS) can be used to overcome these two problems. PLS is somewhat less well-grounded than LISREL in traditional statistical and psychometric theory. The authors show, however, that under certain model specifications the two methods produce the same results. In more general cases, the methods provide results which diverge in certain systematic ways. These differences are analyzed and explained in terms of the underlying objectives of each method.

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, Raj Arora, November, 505.
Despite the importance of the concept of involvement, it remains misunderstood. No attempt has been made to establish the reliability and validity of the concept. To resolve apparently conflicting research findings, Houston and Rothschild posit a paradigm which classifies involvement as situational, enduring, and response. The author assesses the reliability and validity of this tripartite classification of involvement by using a multitrait-multimethod matrix approach and a linear structural relations analysis approach. Subsequently, the S-O-R formulation and causality are also tested.

EDITORIALS

Introduction to Special Issue on Causal Models, Richard P. Bagozzi, Special Issue Editor, November, 403.

JMR Editorial Policies and Philosophy, Gilbert A. Churchill, Jr., Editor, and William D. Perreault, Jr., Editor Designate, August, 283.

FORECASTING

Attitudinal Predictions of Choices of Major Appliance Brands, George S. Day and Terry Deutscher, May, 192.
See "Brand Choice"

International Comparison of Growth in Demand for a New Durable Consumer Product, Bertil C. Lindberg, August, 364.
See "New Product Research"

Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, Imran S. Currim, May, 208.
See "Brand Choice"

INDUSTRIAL MARKETING

Measuring Influence in Organizational Purchase Decisions, Alvin J. Silk and Manohar U. Kalwani, May, 165.
See "Measurement"

INFORMATION PROCESSING

Factors Affecting the Use of Market Research Information: A Path Analysis, Rohit Deshpande and Gerald Zaltman, February, 14.
See "Marketing Management"

External Search: The Role of Consumer Beliefs, Calvin P. Duncan and Richard W. Olshavsky, February, 32.
See "Buyer Behavior"

INTERNATIONAL MARKETING

International Comparison of Growth in Demand for a New Durable Consumer Product, Bertil C. Lindberg, August, 364.
See "New Product Research"

INTERVIEWING METHODS

Exploring Complex Decision Making Units: A New Approach, Rowland T. Moriarty and John E. G. Bateson, May, 182.
Though the concept of a multiperson decision making unit (DMU) has been widely accepted in principle, very few empirical studies have surveyed all members of the DMU. In those few studies which have surveyed multiple decision participants, data were collected via "snowball" personal interviews. As snowball personal interviews are an extremely expensive method of collecting data, large-scale DMU research has been financially impractical for most empirical studies. A study of 319 DMUs was designed to assess the feasibility of snowballing by telephone and to ascertain the impact of exhaustive versus single-stage snowballing on the nature of the resultant DMU.

The Use of Focus Groups for Idea Generation: The Effects of Group Size, Acquaintanceship, and Moderator on Response Quantity and Quality, Edward F. Fern, February, 1
Assumptions about focus group interviewing were tested. Individual interviews generated more ideas than focus groups, eight-member groups generated significantly more ideas than four-member groups, no differences were found between focus groups and unmoderated discussion groups, and the effect of acquaintanceship was not clearly determined.

MARKETING MANAGEMENT

Factors Affecting the Use of Market Research Information: A Path Analysis, Rohit Deshpande and Gerald Zaltman, February, 14.
The authors evaluate several factors affecting the attention given to or "use" of specific market research information by marketing

managers. They apply path analysis to test a model of research use involving 11 variables. Factors found to be especially important are organizational structure, technical quality, surprise, actionability, and researcher-manager interaction. The topic and findings of the study relate to a central activity of the marketing profession—the application of knowledge—and to the use of an important product—market research. Both the knowledge system of marketing and the behavior of managers as consumers of research products have been relatively neglected.

MEASUREMENT

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, Vijay Mahajan, Paul E. Green, and Stephen M. Goldberg, August, 334.
See "Pricing Research"

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, Robert E. Burnkrant and Thomas J. Page, Jr., November, 550.
See "Econometric Models"

Applying the Jackknife Statistic in Testing and Interpreting Canonical Weights, Loadings, and Cross-Loadings, Albert R. Wildt, Zarrel V. Lambert, and Richard M. Durand, February, 99.
See "Regression and Other Statistical Techniques"

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, Robert J. Meyer and Thomas C. Eagle, February, 62.
See "Brand Choice"

Estimation of Error Rates in Several-Population Discriminant Analysis, Stephen C. Hora and James B. Wilcox, February, 57.
See "Regression and Other Statistical Techniques"

Measuring Influence in Organizational Purchase Decisions, Alvin J. Silk and Manohar U. Kalwani, May 165.

The authors report findings bearing on the reliability of measures used in industrial marketing research surveys to identify the structure of buying groups. Results obtained in a pilot study of the purchase of lithographic plates by small printing firms reveal a lack of consensus about purchase influence between pairs of informants from the same organizations. Further, the ratings appear to differentiate among roles but not stages in the decision process.

On the Validation of Lifestyle Traits: A Review and Illustration, John L. Lastovicka, February, 126.
See "Buyer Behavior"

Recent Developments in Structural Equation Modeling, Karl G. Jöreskog and Dag Sörbom, November, 404.
See "Econometric Models"

Reliability of Conjoint Analysis: Contrasting Data Collection Procedures, Madhav N. Segal, February, 139.

Variations in measures of reliability of alternative conjoint data collection procedures are examined empirically. The two most commonly used methods, multiple-factor evaluation (MFE) and two-factor evaluation (TFE), are comparatively evaluated. The results show that the reliability measures for both procedures are good with an overall preference for the MFE procedure.

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, William R. Dillon and Stuart Westin, February, 44.
See "Regression and Other Statistical Techniques"

Some Methods for Respecifying Measurement Models to Obtain Unidimensional Construct Measurement, James C. Anderson and David W. Gerbing, November, 453.

Lack of unidimensionality in structural equation models most often represents misspecification. The authors review the necessary conditions for unidimensional measurement of constructs. Two methods which assist the researcher in measurement model respecification, multiple-groups analysis and similarity coefficients, are presented and an example illustrating the use of these methods is given.

Structural Reliability and Stability of Nonmetric Conjoint Analysis, Naresh K. Malhotra, May, 199.
See "Regression and Other Statistical Techniques"

The Impact of Inferential Beliefs on Product Evaluations, Joel Huber and John McCann, August, 324.
See "Attitude Theory Research"

The Measurement of Consumption: A Comparison of Surveys and Diaries, John L. Stanton and Louis A. Tucci, May, 274.
See "Sampling and Survey Methods"

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, George John and Torger Reve, November, 517.
See "Channels of Distribution"

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, Claes Fornell and Fred L. Bookstein, November, 440.
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Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, Morris B. Holbrook and William L. Moore, February, 87.
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Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, Raj Arora, November, 505.
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MEASUREMENT ABSTRACTS

Extensions of King and Summers' Opinion Leadership Scale: A Reliability Study, Ugur Yavas and Glen Riecken, February, 154.

Industrial Salesforce Job Satisfaction, Ruth A. Smith, February, 152.

NEW PRODUCT RESEARCH

International Comparison of Growth in Demand for a New Durable Consumer Product, Bertil C. Lindberg, August, 364.

The author introduces relative demand, defined as the proportion of a country's personal consumption expenditure spent on a good, and describes relative demand as a function of the level of saturation of the good. He compares parameters of these functions among countries and discusses their use in predicting demand.

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, Priscilla A. LaBarbera, May, 223.

The author investigates the effectiveness of selected credibility enhancement devices in increasing the intent to purchase a brand which has a unique attribute, but is advertised by a firm with no reputation in the specific product category. The credibility enhancers tested are documentation of advertising claims, advertising self-regulation, and government regulation. Findings of the study demonstrate that implementation of these credibility enhancers can be valuable in bolstering a firm's influence and overcoming a no-reputation liability.

The Use of Extrinsic Cues to Facilitate Product Adoption, William O. Bearden and Terence A. Shimp, May, 229.

Two field experiments were conducted to explore the effects of varying levels of product warranty, manufacturer reputation, and price on consumers' risk perceptions and affective responses to new product concepts. Data were collected from a consumer panel in a new product concept test format for a tire product and for a computerized exercise device. Results from structural equation analyses reveal the important role of warranties and other extrinsic cues in reducing consumers' risk perceptions and enhancing their affective responses to innovative product concepts.

ORGANIZATIONAL BUYER BEHAVIOR

Measuring Influence in Organizational Purchase Decisions, Alvin J. Silk and Manohar U. Kalwani, May, 165.

See "Measurement"

PRICING RESEARCH

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, Vijay Mahajan, Paul E. Green, and Stephen M. Goldberg, August, 334.

The authors describe an approach to measuring self- and cross-price/demand relationships via conjoint analysis. The modeling "trick" is to characterize each brand as a separate price-related factor in which respondents are asked to indicate their subjective likelihood of buying a set of *J* brands, each priced at some experimental level. A first-order Markovian model is postulated to represent price-induced brand switching. The price-demand model is then fitted (by generalized least squares) to share of choices, estimated after *T* time periods. The model is illustrated empirically in the context of a consumer nondurable good.

Assessing the Impact of Short-Term Supermarket Strategy Variables, J. B. Wilkinson, J. Barry Mason, and Christie H. Paksoy, February, 72.

See "Retailing and Wholesaling"

The Impact of Inferential Beliefs on Product Evaluations, Joel Huber and John McCann, August, 324.

See "Attitude Theory Research"

The Use of Extrinsic Cues to Facilitate Product Adoption, William O. Bearden and Terence A. Shimp, May, 229.

See "New Product Research"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Note on Accounting for Sources of Variation in Perceptual Maps, William R. Dillon, Donald G. Frederick, and Vanchai Tangpanichdee, August, 302.

See "Segmentation Research"

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, Albert D. Palachek and Roger A. Kerin, August, 386.

See "Brand Choice"

Applying the Jackknife Statistic in Testing and Interpreting Canonical Weights, Loadings, and Cross-Loadings, Albert R. Wildt, Zarrel V. Lambert, and Richard M. Durand, February, 99.

In conventional canonical analysis, canonical parameters such as weights and loadings, which typically are not tested individually for statistical significance, are commonly used for interpreting the contributions of particular predictor and criterion variables to interset relationships. As an alternative to the traditional use of arbitrary cutoff values for such interpretations, the generalized jackknife statistic may be used to give estimated standard errors for canonical parameters, thereby enabling these parameters to be tested for statistical significance. The authors (a) address major scaling considerations encountered in jackknifing canonical parameters, (b) report experience in using the jackknife statistic to test the significance of canonical weights, loadings, and cross-loadings, (c) explore effects of different omitted subgroup sizes and subsamples, and (d) review advantages and limitations of jackknifing canonical parameters.

Confirmatory Factor Analysis via Noniterative Estimation: A Fast, Inexpensive Method, Peter M. Bentler, November, 417.

A new method of estimating the parameters of confirmatory and exploratory factor analytic models is developed. It is based on generalized least squares estimation that is conditioned on a zero residual estimate of part of the model covariance matrix. The estimates can be obtained from explicit matrix formulas that include solutions to linear equations under linear equality and inequality constraints, and thus the method is noniterative and inexpensive to implement. Examples are provided, and extensions to general structural equation models are discussed.

Distribution-Free Methods of Approximating Nonlinear Marketing Relationships, Roland T. Rust and Elizabeth O. Bornman, August, 372.

Many, if not most, of the important functional relationships in marketing are inherently nonlinear. Fitting a nonlinear function to data involves first the specification of a model, and then the estimation of the model's parameters. Where theory gives insufficient guidance for the specification of a model, specification based on observation of the scatterplot may be required. In many instances it is difficult to specify a model accurately soley on the basis of scatterplot observation. In those instances the researcher's power of observation can be enhanced by use of a distribution-free method of approximating the underlying function. The authors discuss alternative distribution-free methods, and demonstrate how the implicit model specification process of exhaustive trial and error curve-fitting can be replaced by an explicit model specification process based on observing an approximation of the underlying function.

Estimation of Error Rates in Several-Population Discriminant Analysis, Stephen C. Hora and James B. Wilcox, February, 57.

Researchers seeking to estimate the classification accuracy of linear discriminant functions in a more than two-population setting have had little guidance as to the most appropriate technique. The authors review the available techniques and present an additional alternative which combines features of the U-method and the recently developed posterior probability estimator. The new alternative is compared with other methods by Monté Carlo simulation.

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, Randall G. Chapman and Richard Staelin, August, 288.

See "Econometric Models"

Multicollinearity in Structural Equation Models with Unobservable Variables, Harsharanjeet S. Jagpal, November, 431.

See "Econometric Models"

Recent Books on Regression Analysis: A Comparative Review: Arun K. Jain, August, 392.

Recent Developments in Structural Equation Modeling, Karl G. Jöreskog and Dag Sörbom, November, 404.

See "Econometric Models"

Reliability of Conjoint Analysis: Contrasting Data Collection Procedures, Madhav N. Segal, February, 139.

See "Measurement"

Sample Size Effects on Chi Square and Other Statistics Used in Evaluating Causal Models, William O. Bearden, Subhash Sharma, and Jesse E. Teel, November, 425.

A simulation study of the effects of sample size on the overall fit statistic provided by the LISREL program indicates the statistic is well behaved over a wide range of sample sizes for simple models. However, this statistic is apparently not chi square distributed for more complex models when samples are relatively small, and will reject the hypothesized model too often. A set of additional measures suggested by various researchers for evaluating causal models also is examined. These statistics are well behaved for both models tested as they converge to the true value and their variance approaches zero as sample size increases.

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, William R. Dillon and Stuart Westin, February, 44.

Because of the availability of easy-to-use canned computer software packages such as SPSS and BMDP, the marketing practitioner is likely to continue to rely on the linear discriminant function (LDF) when faced with a discrimination problem. However, results of prior simulation studies suggest that when categorical predictors are used in the LDF its performance can be adversely affected. The authors extend previous work on LDF performance in nonoptimal settings by considering situations in which the categorical predictors can take on more than two levels. First, they examine whether a "scoring" of the raw frequency data can improve LDF performance in situations where it is known to perform poorly. Second, as the effect of using such data in an LDF analysis is not clear, they study LDF performance as the number of levels of a categorical variable is increased to determine whether the relative gains from using discrete discriminant procedures disappear. The results of Monté Carlo sampling experiments suggest that as the number of levels a variable can take on is increased, a simple dummy varible coding of the raw frequency data followed by an LDF analysis does as well as the discrete discriminant procedure.

Some Common Pitfalls in Causal Analysis of Categorical Data, Jay Magidson, November, 461.

See "Econometric Models"

Structural Reliability and Stability of Nonmetric Conjoint Analysis, Naresh K. Malhotra, May, 199.

Structural reliability and stability of nonmetric conjoint analysis are examined under conditions of severe structural perturbation and substantial variation in the number of stimulus profiles. The individual-level part worth functions are jackknifed. The jackknifed parameters, derived relative importance weights, and standard errors of estimated parameters are examined across the different treatment conditions. The results indicate that conjoint analysis is a fairly robust procedure for assessing an individual's preferences.

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, Claes Fornell and Fred L. Bookstein, November, 440.

See "Econometric Models"

Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, Morris B. Holbrook and William L. Moore, February, 87.

Given a set of attribute ratings of objects with known feature structures, one can construct product spaces by use of various compositional methods. Factor and discriminant analyses are two such well-known compositional approaches. A third, comparatively neglected, procedure involves the use of objects-, features-, or interactions-based canonical correlation analysis (CCA). These three CCA methods are compared and then illustrated by an application to data based on judgmental ratings of sweater designs. The comparative results of the three types of canonical correlation suggest the potential usefulness of CCA methods in deriving spatial representations to explore the nature of attribute judgments, particularly if one wishes to construct product spaces at the individual level of analysis or desires clarification of the judgmental effects of feature interactions.

RETAILING AND WHOLESALING

A Modified Model of Power in the Marketing Channel, Robert F. Lusch and James R. Brown, August, 312.

See "Channels of Distribution"

Assessing the Impact of Short-Term Supermarket Strategy Variables, J. B. Wilkinson, J. Barry Mason, and Christie M. Paksoy, February, 72.

The authors examine the relative importance of temporary price reductions, display alternatives, and newspaper advertising to unit sales of supermarket products. The research was conducted as an in-store pricing experiment characterized by a factorial design.

SALESFORCE RESEARCH

Comment on "Analysis of Sales Call Effectiveness," Thomas R. Wotruba, November, 595.

The author comments on an article by Parsons and Vanden Abeele which was published in the February 1981 issue of *JMR*.

Industrial Salesforce Job Satisfaction, Ruth A. Smith, February, 152.

See "Measurement Abstracts."

Perceived Organizational Climate and the Process of Salesperson Motivation, Pradeep K. Tyagi, May, 240.

e author examines how organizational climate contributes to salespersons' intrinsic and extrinsic motivation to perform. On the basis of the expectancy-valence theory of motivation, specific relationships between organizational climate and motivational components are tested using a sample of insurance salespersons. Managerial implications and future research directions are discussed.

Rejoinder to Comment by Wotruba, Leonard J. Parsons, November, 597.

The SOCO Scale: A Measure of the Customer Orientation of Salespeople, Robert Saxe and Barton A. Weitz, August, 343.

The concept of customer orientation in salespeople is defined, a scale is developed to measure the degree to which salespeople engage in customer-oriented selling, and the properties of the scale are reported. A test of the nomological validity indicates the use of customer-oriented selling is related to the ability of the salespeople to help their customers and the quality of the customer-salesperson relationship.

SAMPLING AND SURVEY METHODS

A Note on the Importance of Layout in Self-Administered Questionnaires, Charles S. Mayer and Cindy Piper, August, 390.

This note adds further evidence of the importance of questionnaire layout, particularly for self-administered questionnaires.

Exploring Complex Decision Making Units: A New Approach, Rowland T. Moriarty and John E. G. Bateson, May, 182.

See "Interviewing Methods"

Impact of Pre-Call Request Form and Gender Interaction on Response to a Mail Survey, Jacob Hornik, February, 144.

The author investigates the effect of grammatical variations in telephone prenotification and interviewer/respondent gender interaction on mail survey response rate, speed, quality, and bias. The four experimental grammatical forms were expected to differ in the amount of pressure they seem to exert on the respondent to comply. Findings suggest that rhetorical elicitation modes in the pre-call/mail survey setting influence response rate and speed, particularly for female interviewers, and do not affect response quality.

Monetary Incentives Versus Promised Contribution to Charity: New Evidence on Mail Survey Response, David H. Furse and David W. Stewart, August, 375.

The relative efficacy of two types of incentives for producing responses to a mail survey was investigated. Personal cash payments of varying amounts enclosed with the questionnaire were compared with promises of a contribution to a charity of the respondent's choice and with a no-incentive control. Contrary to a previous research finding reported in the literature, the charity incentive did not produce a significantly greater return rate than was obtained with the no-incentive control. Personal cash incentives produced a significantly greater response rate than either the no-incentive control condition or the charity-incentive condition. Results of the study are interpreted as consistent with a cognitive dissonance theory of mail questionnaire response.

More on the Prediction of Mail Survey Response Rates, A. Parasuraman, May, 261.

The author discusses some omissions in, and limitations of, recent efforts to model mail survey returns over time. Additional data are analyzed to develop a generalized model of response rate over time, and a practical approach is proposed for estimating mailing requirements for surveys that have specific time deadlines and response requirements.

Respondent Selection in a Telephone Survey: A Comparison of Three Techniques, Ronald Czaja, Johnny Blair, and Jutta P. Sebestik, August, 381.

Random selection of eligible persons within households typically is done by procedures developed by Kish or by Troldahl-Carter-Bryant. These procedures require different tasks from respondent and interviewer. The differences have been thought to affect cooperation rates and/or respondent/household characteristics. The authors examine the Kish procedure and two versions of the Troldahl-Carter-Bryant procedure and conclude that Kish and one version of Troldahl-Carter-Bryant are the preferred methods.

The Measurement of Consumption: A Comparison of Surveys and Diaries, John L. Stanton and Louis A. Tucci, May, 274.

The authors link consumers' consumption behavior as reported by a 24-hour recall method and two-day diaries for 37 different food groups. Both frequency of ingestion and average serving size are compared across both methods. The study is based on the current U.S. Department of Agriculture Nationwide Food Consumption Survey, spring quarter, including 7945 individuals. The data suggest that the 24-hour recall measurements did not differ significantly from the two-day diaries.

The Pretest in Survey Research: Issues and Preliminary Findings, Shelby D. Hunt, Richard D. Sparkman, Jr., and James. B. Wilcox, May, 269.

Despite their widely recognized importance in survey research, pretests have received little methodological attention. The authors summarize the current state of the art and report results from an empirical investigation of the effectiveness of respondent verbalizations in pretesting. The results suggest that pretesting is effective in identifying some types of problem questions but not others.

The Use of Focus Groups for Idea Generation: The Effects of Group Size, Acquaintanceship, and Moderator on Response Quantity and Quality, Edward F. Fern, February, 1.

See "Interviewing Methods"

SCALING METHODS

Extensions of King and Summers' Opinion Leadership Scale: A Reliability Study, Ugur Yavas and Glen Riecken, February, 154.

See "Measurement Abstracts"

The SOCO Scale: A Measure of the Customer Orientation of Salespeople, Robert Saxe and Barton A. Weitz, August, 343.

See "Salesforce Research"

SEGMENTATION RESEARCH

A Note on Accounting for Sources of Variation in Perceptual Maps, William R. Dillon, Donald G. Frederick, and Vanchai Tangpanichdee, August, 302.

Recently interest has centered on extending decompositional methods for modeling consumer preferences to include group-level effects. The motivation for this effort is the general belief that respondent background characteristics and situation variables frequently interact with product attributes in jointly influencing preferences over a set of multiattribute alternatives. In much the same way, respondent and situation factors can interact with product attribute perceptions in perceptual mapping applications to influence the respondent's ratings of the brands. The authors describe how respondent background characteristics and situation variables can be accounted for as sources of variation which can potentially influence the reduced space configuration of brands. Essentially the approach can be viewed as chaining multivariate analysis of variance and standard perceptual mapping techniques. Two illustrative examples are provided. In one example the results show that the uncovered spatial configuration of brands was influenced not only by the perceptual differences between the brands, but also by a respondent-related factor.

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*Abbreviations: c.a., computer abstract; m.a., measurement abstract; n., research note; r., book review.

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